



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

W-01050
3020-01

MEMORANDUM TO: Write Your Own (WYO) Principal Coordinators and
NFIP Servicing Agent

FROM: WYO Clearinghouse

DATE: July 18, 2001

SUBJECT: Cover America II Update

Attached is the July 2001 Cover America II Update. Please take special notice of the section explaining that the NFIP Co-op-Advertising Program has reached its budget limit, due to the high level of participation by agents and companies this year.

Please distribute this information within your organization as appropriate. If you have any questions, contact your Program Coordinator.

Enclosure

cc: Vendors, IBHS, WYO Standards, FIPNC, WYO Marketing Committee,
Government Technical Monitor

Suggested Routing: Marketing, Underwriting



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THE COVER AMERICA II UPDATE



NFIP Advertising and Media Schedule

The following is a list of all the publications on the NFIP print advertising schedule for July, August, and September 2001:

JULY

Consumer Magazines

American Heritage
Country Home
Midwest Living
Old House Journal
This Old House
Weatherwise

Agent Magazines

American Agent & Broker
Best's Review Prop. & Cas./Life Health Ed.
National Underwriter
Risk & Insurance (Agent/Brokers only)

AUGUST

Consumer Magazines

Money
Smart Money
Southern Living

Agent Magazines

American Agent & Broker
Business Insurance
Independent Agent
National Underwriter

Lender Magazines

Bank Director
U.S. Banker

SEPTEMBER

Consumer Magazines

BH&G Home Product Guide
Conde Nast Traveler
Country Gardens
Country Home
Family Handyman
Homestyle
Midwest Living
Old House Journal

Agent Magazines

American Agent & Broker
Best's Review Prop. & Cas./Life Health Ed.
Business Insurance
CPCU (Chartered Prop. Cas. Underwriter) Journal
Independent Agent
National Underwriter
Risk & Insurance (Agent/Brokers only)

Lender Magazines

ABA Banking Journal
Banking Strategies

TELEVISION ADVERTISING

The NFIP did not schedule television advertising for the month of July. We will keep you posted on stations and flight times as they are updated.

PUBLIC RELATIONS UPDATE

June 1, 2001, marked the official start of Hurricane Season. Tropical Storm Allison first struck the Gulf Coast on June 6 and dumped up to 40 inches of rain in parts of Texas and Louisiana. Before heading out to sea, Allison caused severe flooding in eight other states, including inland areas. About \$650 million in flood insurance claims payments will help policyholders recover from this event.

In preparation for this year's Hurricane Season, Howard Leikin, Deputy Administrator, conducted remote TV and radio interviews with various stations across the U.S. Since they hit the airwaves on May 31, the Hurricane Satellite and Radio Media Tours have generated nearly 650 television and radio broadcasts. Combined, these broadcasts reached more than 21 million viewers and listeners.

A new PR release is scheduled for national distribution in early July. It will describe the impact of Tropical Storm Allison and show that floods can happen nearly anywhere, underscoring the need for flood insurance. A mat story emphasizing the connection between hurricanes and flash flooding is also coming soon in August.

NATIONAL FLOOD CONFERENCE FOLLOW-UP

This year's National Flood Conference in Minneapolis covered a myriad of topics from flood prevention to loss protection. It also provided a forum where policyholders, agents, and lenders could exchange

ideas and ask questions about the National Flood Insurance Program.

In particular, Bozell Advertising, along with KRC Research and Westhill Marketing Sciences, presented intriguing research on the characteristics and motivations of potential flood insurance policyholders. For those who could not attend the conference or who missed the presentation, you can get a free copy of the presentation on how to target consumers by contacting Susan Belle at 212-727-5460.

NFIP CO-OP ADVERTISING PROGRAM

Due to overwhelming response and member participation, the NFIP Co-op Advertising Program is currently full. Therefore, we are not accepting applications for co-op program reimbursements at this time. However, you can still create compelling flood insurance ads on your own using all of the free customizable marketing materials available at <http://www.fema.gov/nfip/coverii.htm#4>. Or send for hard copies by calling a co-op advertising manager at 1-800-564-8236. Stay tuned for updates on future membership opportunities!

All ads that already have been accepted/approved for this year's program will still be reimbursed up to 50 percent. Be sure to send all tear sheets and reimbursement materials as soon as possible to: National Flood Insurance Program, c/o Bozell Worldwide, Properties Group; 40 West 23rd Street; New York, NY 10010.